

Ground Water Monitoring & Remediation

Reach our large cleanup audience!

For 28 years, *Ground Water Monitoring & Remediation* has been the leading publication in the field of ground water monitoring and cleanup. The award-winning journal reaches more than 12,000 readers every quarter. The audience consists of ground water geologists, hydrologists, engineers, college and university professors, suppliers, manufacturers, and drilling contractors.

The publication is a mix of peer-reviewed papers, project recaps, columns by leaders in the industry, EPA updates, industry news, and equipment news. This combination gives the journal a unique position in the field. Each year, thousands of papers from the journal are downloaded by those conducting research on ground water cleanup.

The publication also produces an annual buyers guide within the pages of its summer issue. This reading audience has purchasing influence of equipment, products, and services. Make sure you are a part of this one-of-a-kind publication.

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People Use Our Buyers Guide

The Annual Buyers Guide is a popular feature of every Summer issue. It is always more than 40 pages of key information about your company and products. The listings include your contact information, the names of your products and their applications, dimensions, and descriptions. An online version of the buyers guide also appears on NGWA.org. This version is totally searchable, making it easy for users to find you when they are seeking a product or service.

Our Issues are Available at Key Conferences

Copies of *Ground Water Monitoring & Remediation* are always at the key industry-related conferences around the country. Along with the Ground Water Summit in Memphis, Tennessee, and the Ground Water Expo in Las Vegas, Nevada, issues will be available at all of NGWA's focus conferences in 2008. The issues are always available for attendees to take home, putting your information in front of thousands of people.

2008 Ad Planning Calendar

Issue	Ad Deadline	Mail Date	Bonus Distribution
<i>Winter</i> (January–March)	January 7	February 14	Ground Water Summit/Memphis, Tennessee
<i>Spring</i> (April–June)	April 7	May 15	Petroleum Hydrocarbons and Organic Chemicals in Ground Water Focus Conference
<i>Summer</i> (July–September) **Annual Buyers Guide	July 7	August 15	NGWA 2008 Ground Water Expo/ Las Vegas, Nevada
<i>Fall</i> (October–December)	October 7	November 14	NGWA 2008 Ground Water Expo/ Las Vegas, Nevada

** Buyers Guide online submission must be completed by June 2 to be included in the listing.

Black and White Rates				
GWMR	1x	4x	6x	12x
Full	2110	1600	1520	1380
2/3	1900	1450	1390	1255
1/2	1350	1045	990	900
1/3	955	755	715	655

Frequency discounts can be earned in conjunction with *Water Well Journal* and *Ground Water*.

Color Rates (Per page or less)	
Standard	\$ 270
Matched, metallic, process	\$ 400
4-color process per page	\$ 850
4-color process per spread	\$1400
5th color	\$ 370

Three-color ads are charged as four-color and must be produced as four-color separations.

All rates gross ■ No charge for bleed ■ 15% discount to recognized agencies

Covers

Contracts for cover ads run for four consecutive issues and are non-cancellable.

- FC – not sold
- IFC – contracted rate + 35%
- IBC – contracted rate + 30%
- BC – contracted rate + 45%

Four-color only for covers.

Guaranteed Position

Any guaranteed position – contract space rate plus 15%. To guarantee successive pages, space rate plus 10%.

Any guaranteed position within the first 32 pages must be full-page, four-color.

GWMMR Mechanicals

Ad Sizes	Width-Depth
1 page	7" x 10"
2/3 page	4.5625" x 10"
1/2 page	7" x 4.875"
1/3 page	4.5625" x 4.875"

Mechanical Requirements

Trim size: 8.125" x 10.875"

Type page: 7" x 10"

Color rotations: black, blue, red, yellow
 PROGRESSIVE PROOFS OR COLOR KEY
 REQUIRED.

Digital Requirements

See page 12 for specifications.

Binding/ Perfect Binding

Bleed

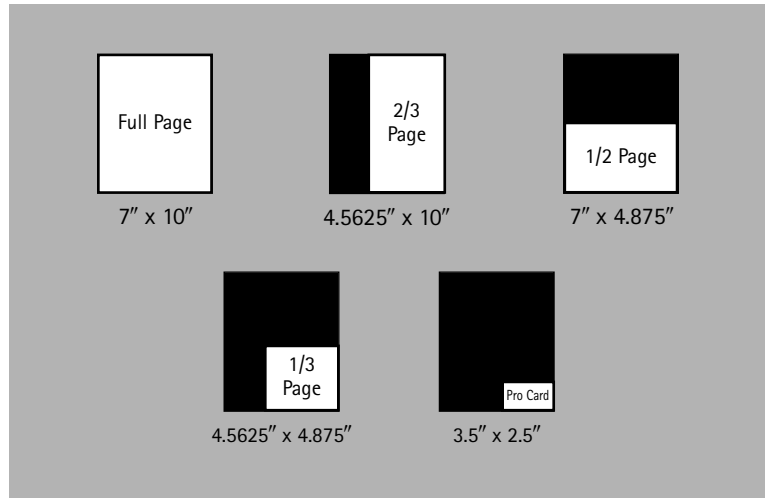
There is no charge for bleeds.
 Single-page bleed negs 8.3125" x 11.25"
 Trims to 8.125" x 10.875"
 Type page is 7" x 10"

Spreads

For detailed spread information, contact
 the *GWMMR* advertising department at
 800 551.7379.

Shipping Instructions

Ask advertising manager for ad submission instructions.



Inserts

Call your sales rep for details.

Professional Services Section

Firms may advertise their professional services in this special section at an outstanding value – \$650 for four issues!

Ads must run in four consecutive issues and no agency discounts are allowed. No equipment advertising is accepted in this section. Any changes after the approved copy is run in one issue will be charged at \$50.

Mechanicals/ 3.5" x 2.5". Black and white only. Art produced by the publication free of charge, if desired. Other accepted formats: digital (see page 12 for guidelines), negatives, or positives.

For an even better value, purchase a combination deal and advertise your service in both *GWMMR* and *Ground Water* – only \$1240 for 10 issues – and you'll get the 11th ad free!